

YOUR CONTACT INFORMATION

E-mail
Phone number
Address (optional)

Date

ADDRESSEE CONTACT INFORMATION

First Last Name
Position/Department
Company Address

Omit if unknown

Dear Ms./Mr. Last Name, Sir/Madam, Hiring Manager,

SECTION 1: INTRODUCTIONS

- Position
- Where was it advertised? Referral?
- Your applicable interests/skills

SECTION 2: ABOUT ME – Sales Pitch!

- DO NOT reiterate résumé
- FOCUS on 1-3 relevant experiences/skills/competencies
 - Elaborate or reference
 - Concrete examples/achievements
 - Active/action verbs

MUTUAL BENEFIT

SECTION 3: WHY THIS COMPANY/ORGANIZATION?

- RESEARCH the company
 - Values, mission, vision, projects, competitors, ...
- Link it to yourself
 - Short-/Long-term career goals

SECTION 4: CONCLUSION/CLOSURE

- Thank you...
- Reiterate your interest
- Further action

Sincerely, Best regards,

(signature)

First Last name

Encl.: Documents...

Résumé = Marketing Tool

Cover letter = one-way conversation (1 PAGE)

- CUSTOMIZE to each job and company
- Assesses your communication skills
 - Do you understand the job?
 - Critical and coherent flow of ideas and thoughts
- Are you really interested in the company and position?

Recommended Stylistic Formatting:

- Single-spaced
- Justified
- Page margins between 0.7"-1"
- Font size 11-12 pt.